

DRAFT

Tobacco and Health Trust Fund Board Meeting

Wednesday, September 23, 2015

10:00 a.m.

Legislative Office Building

Room 1A

Hartford, Connecticut

Members Present: Anne Foley (Chair), Diane Becker, Patricia Checko, Elaine O’Keefe, Ellen Dornelas, Kelly Leppard, Ken Ferrucci, Cheryl Resha, Robert Leighton, Elizabeth Keyes, Michael Rell, Lisa Hammersley, and Robert Zavoski.

Members Absent: Suchitra Krishnan-Sarin and Larry Deutsch.

Welcome and Introductions	<p>The Chair, Anne Foley noted a quorum and convened the meeting at 10:10 a.m. The Chair introduced Elizabeth Keyes, Legal Counsel for the Senate Democrats as a new board member. She was appointed by the Senate Majority Leader, Bob Duff to replace Joel Rudikoff, who has resigned from the Board. Elizabeth noted that she previously worked as the Executive Assistant to the Commissioner of the Department of Public Health (DPH).</p> <p>The Chair introduced Raul Pino, the Deputy Commissioner of DPH. Although Raul’s appointment to the board by the Governor is not official, he attended the meeting. Raul will replace Katharine Lewis, who has resigned from DPH and the Board. Raul noted that he was appointed Deputy Commissioner of DPH in June 2015. Prior to his appointment as Deputy</p>
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	<p>Commissioner, he served as Director of the Health Department for the City of Hartford. He also conducted research on HIV and focused on youth drug use and risk behaviors in the United States and in Mexico.</p> <p>The Chair also noted that GERALYN LAUT resigned from the board and staff is working with the House Minority Leadership regarding a new appointment.</p> <p>Member introduced themselves.</p>
Approval of November 21, 2015 Meeting Minutes	<p>Ken Ferrucci moved approval of the February 20, 2015 meeting minutes. The motion was seconded by Elaine O'Keefe. The minutes were approved on a voice vote with three abstentions by Elizabeth Keyes, Michael Rell and Lisa Hammersley.</p>
Status of Tobacco and Health Trust Funds	<p>The Chair reviewed the status of the Tobacco and Health Trust funds. The Chair explained that after payments made for prior year obligations and statutory mandated transfers the amount available to the Board for expenditure is \$1,188,335. The fund will not receive additional deposits until April 2018.</p>
Other Tobacco Related Legislative Changes	<p>The Chair reviewed the 2015 legislative changes related to tobacco. Highlights include:</p> <ul style="list-style-type: none"> • Cigarette Tax. The cigarette tax is increased from \$3.40 to \$3.65 per pack on October 1, 2015 and \$3.65 to \$3.90 a pack on July 1, 2016. The Chair stated that research shows that this is an

	<p>effective way to deter smoking, especially among youth.</p> <ul style="list-style-type: none">• Sale and Manufacturing of Electronic Cigarettes. On March 1, 2016, dealers and manufacturers of electronic cigarettes and vapor products must register with the Department of Consumer Protection (DCP). Currently vendors must pay an annual fee for registration. Michael Rell will contact DCP to see if cigarette dealers and manufacturers are required to pay a registration fee. He will share the information with the Board.• Electronic Cigarette Liquid. The definition of electronic cigarettes has been expanded to include electronic cigarette liquid.• The Food and Drug Administration (FDA) Ruling on Tobacco Products. The Public Health Committee is required to hold a public hearing after the finalization of FDA's proposed rule on tobacco products deemed subject to the Food, Drug and Cosmetic Act. The proposed rule deems e-cigarettes to be a tobacco product, which would subject them to many of the restrictions that currently apply to cigarettes.• Restrictions on the Use of E-Cigarettes are now subject to restrictions similar to smoking tobacco products.
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Review and Approval of Teen Kids News
Program Scripts

The Board reviewed three program scripts submitted by Teen Kids News (TKN). They included: Tobacco Advertising to Teens, Health Risk You May Not Know About, and It's Not Just Cigarettes. Robert Zavoski made a motion which was seconded by Lisa Hammersley to approve the three program scripts with the following changes:

Tobacco Advertising to Teens

- Change 2010 to 2009 to accurately reflect the year the Tobacco Control Act was passed.
- Revise the statement made by Gustavo Torrez referencing slick advertizing in Sports Illustrated and Glamour Magazines. Board members suggested that the word slick be deleted; remove the entire sentence; or remove the names of the magazines.

Health Risks You May Not Know About

- Use the original statement made by Kate without DPH's recommended changes. Add "causes brain damage" to the statement.
- Add such as heart attacks and strokes to the reporter's statement.
- Add can or might to the reporter's voice over.
- The interview with Kara Bagot will be changed to the original statement without DPH's recommendations. "So you have weaker, thinner, more fragile bones that are more susceptible to fracture."

	<p>It's Not Just Cigarettes – no changes made.</p>
<p>Update on 2015 Board Disbursements</p>	<p>Barbara Walsh gave an update on the status of the Board's 2015 trust funds. DPH issued a Request for Proposal (RFP) for community interventions, mass-reach communication, cessation interventions and program evaluation. There were 42 Letters of Intent, 31 proposals received and nine proposals recommended for funding. Contract negotiations are underway. Due to the lack of successful proposals recommended for funding under the cessation program category there is a balance of \$176,580. DPH is planning to issue another RFP for cessation interventions.</p> <p>After a discussion, the board decided not to distribute a second RFP for the unspent funds in the cessation intervention category. Patricia Checko made a motion to transfer the balance of \$176,580 from the 2015 cessation intervention category to the 2016 funds available to the board. The motion was approved on a voice vote with one abstention by Ellen Dornelas. Robert Zavoski opposed the motion.</p> <p>DPH contracted with the American Cancer Society for \$175,000 for administration of the Board funded programs. DPH is working with the Lucinda Hogarty, Executive Director of the American Cancer Society to revise the contract terms related to reporting to the Board.</p>

<p>Review Status of Current Trust Fund Programs</p>	<p>Barbara Walsh provided an update on the following trust fund programs:</p> <ul style="list-style-type: none"> • QuitLine continues to provide nicotine replacement therapy and counseling to all Connecticut residents. The number of calls to the QuitLine has reduced over the past couple of months. This reduction may be related to the Tips for Former Smokers Campaign aired by CDC and the hold placed on DSS's Rewards to Quit Program. • Community Cessation Programs- eight of the nine programs ended in June 2015. CommuniCare, Inc. will end in March 2016. The final evaluation report will be available at the end of September and will be distributed to the Board. • Program Evaluation - The University of North Carolina at Chapel Hill evaluated the cessations programs, media campaign, and the QuitLine. They are also reviewing the evaluation plans for the upcoming contracts to ensure that the programs are evidence based and include measurable outcomes. • Evaluations Reports will be posted on the Tobacco and Health Trust Fund website and distributed to the Board. <p>Dr. Kathleen Maurer provided an update on the Department of Correction's (DOC) cessation program. Highlights include:</p> <ul style="list-style-type: none"> • Expanding the Local Implementation Teams (LIT) to
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include DOC's re-entry facilities. DOC's Addiction Counselors from Carl Robinson Correction Institute (CRCI), Willard Cybulski Correctional Institute (WCCI) and Osborne facilities attended a WISE training and are now administering the evidence based smoking cessation program to inmates at these re-entry facilities.

- Sustainability –smoking cessation has been built into the way DOC conducts its business. For example, tobacco prevention, education, and cessation informational materials are included in the orientation process for inmates; inmate handbooks, and the formal education curriculum.
- Established linkage with the Community Health Center in Waterbury for inmates re-entering the community. DOC is working to develop linkages with Community Health Centers in the Eastern part of the State.
- DOC requested authorization and the board approved a modification to their program to provide cessation programs within their half-way houses. DOC will use a train the trainer model. Ellen Dornelas suggested that DOC may want to certify half-way house staff as tobacco treatment specialist as a more cost effective way to train staff.

Dr. Wendy Ulaszek, University of Connecticut School of Social Work gave

an update on DOC's smoking prevalence survey.

- CRCI and WCCI were added to the original prevalence study. Results of CRCI and WCCI include:

- 740 surveys completed
- Average age of inmates was 37
- 47% of inmates will be living in a home with children once released
- 75% of the inmates said they were smokers in their lifetime
- 88% of the inmates stated that they smoked 30 days prior to current incarceration
- 70% of the inmates stated they attempted to quit smoking
- 65% wanted to quit for health reasons
- 59% wanted to quit to save money

Ellen Dornelas asked that DOC share information from conferences and publications to be posted to the Tobacco and Trust Fund Board webpage.

Robert Zavoski will work with DOC to access Medicaid claim records to assist in documenting the number of inmates that remained smoke free after release.

Dr. Maurer noted that funds from the Tobacco and Health Trust fund allowed DOC to change the culture in its facilities around smoking and thanked the Board for their support.

Marilou Yacoub gave an update on the TKN Program. Marilou noted that there are three stories from the original series of 12, which have yet to air. These stories will be aired before the end of 2015.

Carol Meredith, from DMHAS gave an update on the Statewide-Wide-Tobacco Education Program (STEP) and the Urban Tobacco Inspection Program. Highlights include:

STEP

- The program was established in 2010 and funds were awarded to the Regional Action Councils to support tobacco education programs for children 5-9 years old.
- Approximately 1,500 children ages 5-9 and 10-11 were served in no-traditional settings.
- The program will end in April 2016.

Urban Tobacco Inspection Program

- DMHAS contracted with the Bridgeport, New Haven, Hartford, and Stamford police departments to conduct additional tobacco retailers inspections.
- Hartford had the largest number of infractions assessed at \$30,600. Hartford had the most inspections, the most violators and assesses the most fines. The program ended in June 2015, with the exception of New Haven, which will end in April 2016.

Don Maletto provided an update on the Connecticut Alliance of Boys and Girls Clubs Smoking Prevention Program.

Highlights include:

- Be Smart Don't Start Program administered by 16 clubs.
- Program goal is to prevent youth for using cigarettes, e-cigarettes and other tobacco related products and to raise awareness of tobacco use among the Boys and Girls Clubs and the community.
- Four program components include: stay smart programs, information hubs, community forums and social and traditional media outreach.
- 303 teen members between 13-15 years old participated in the program.
- The program was unable to show a significant increase in knowledge based on the pre-and post- test.
- Program staff reviewed best practices from the CDC to determine the most effective way to reach youth.
- Program information on tobacco was displayed in the entry of the clubs.
- Community forums allowed the program to develop relationships with businesses such as Aetna and medical clinics.
- CVS is the program sponsor.

The Chair referred members to the handout on the Biorepository Program administered by UCONN Health Center. She stated that UCONN Health

	<p>Center will attend the next board meeting to provide an update.</p> <p>Ellen Dornelas asked that UCONN provide a program timeline, report on how resources are allocated and program outcomes.</p>
Next Steps	<p>The Chair noted that the next meeting is scheduled for Wednesday, November 18, 2015. She stated that the board will review information received on the current trust fund programs and input received from the public hearing to begin discussions on how to distribute the \$1,188,335 plus the \$176,580 available to the Board. Recommendations should be finalized in December.</p> <p>The Chair adjourned the meeting at 11:53 a.m.</p>